



Consumer Engagement Workgroup

FIMC Advisory Committee- North Central Accountable Community of Health

October 18, 2017 3:00 – 4:30 PM

WEBINAR

Webinar Link: <https://global.gotomeeting.com/join/319303669>

Or can also dial in using your phone. United States: +1 (669) 224-3412 Access Code: **319-303-669**

Attendance: Christal Eshelman, Lila Cruz Rico, Jesus Hernandez, Clarice Nelson, Beth Sylves, Lisa Anderson, Donny Geurerro, Jene Bautista-Reynoso, David Escame, Kathleen Boyle, Suzanne Tell, Deb Miller, Jessica Diaz, Jason Bergman, Isabel Jones, Gail Goodwin, Mary JoYbarra-Vega

Topic	Notes
Welcome and Introductions	
Group Discussion: Finalize Communication Plan Strategies Matrix	<ul style="list-style-type: none"> • 4 Key Bullet Point – rack card: translated in Spanish, Russian and Ukraine. • Went over the different places that we will deliver the information to. Deb has been dispersing at networking groups. Deb will get hard copies from the BHO. Jene Bautista would like 300 copies English & Spanish (mostly Spanish). Christal will email the PDF version after the meeting. • Remove live Facebook feed. • Victor would be willing to write PSA radio script if we give them the information that we want to get out there. Deb suggested to have one now to reach illiterate population then again in December. Victor will use the 4 bullet points document to make a script. HCA will send to us mostly translated, then Jesus and Alejandra can help finish the translation. • Facebook: HCA will create posts, then email Christal when it is up. Include the FB link in the email. Links to Apple Health Page and 4 bullet points. Jessica will talk to the HCA Facebook manager about what they can do. • Jason from HCA will send the link to the HCA managed care website to Christal after they talk to their communications person. • News release – HCA is still discussing this internally to decide what message to send and when. They are thinking after go live date. Deb: Target Audience is the members. Many can't read or addresses have not been updated. Christal said that she thinks it is good to do this to let the general public what is going on and about the good work we are doing. • Remove the Nickel Ads and Weekly Shopper. • PPT presentation, still think it is a good idea or a short webinar that they could send to providers. Victor could do a PPT presentation from the existing flyer, but if it is

	much more, he would need more direction as to what we are looking for. -Add in the good things that came out of SW Washington.
Next Steps and Wrap Up	<p>Former CHPW – Quincy Medical Center will only be taking Molina. What happens around the 30 day waiting period? Plan letter will go out end of November beginning December. Clients will have until the end of December to change plan before the change happens without a 30 day waiting period. Jessica will check into the reversal time/retro enrollment period after Jan 1.</p> <ul style="list-style-type: none"> • Lisa at Molina – is there a timeline that can be emailed out? The one page document has the timeline. Christal will also update the communications plan and email out to the workgroup. <p>Next Meeting: November 8th 3:00 – 4:30 PM / Webinar</p>

Documents:

- DRAFT NCACH Consumer Engagement Communication Plan